

# Collaboration and Community Engagement to Address Cancer Disparities in Southern Illinois

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# Silos and Grain Bins—What's the Difference?



# SIU's Initial Collaboration and Engagement

- In 2012, SIUSM received a grant from the American Cancer Society-Illinois Division to establish an academic-community partnership to address cancer disparities in the Illinois Delta Region
  - Specific Emphasis on Franklin and Williamson Counties

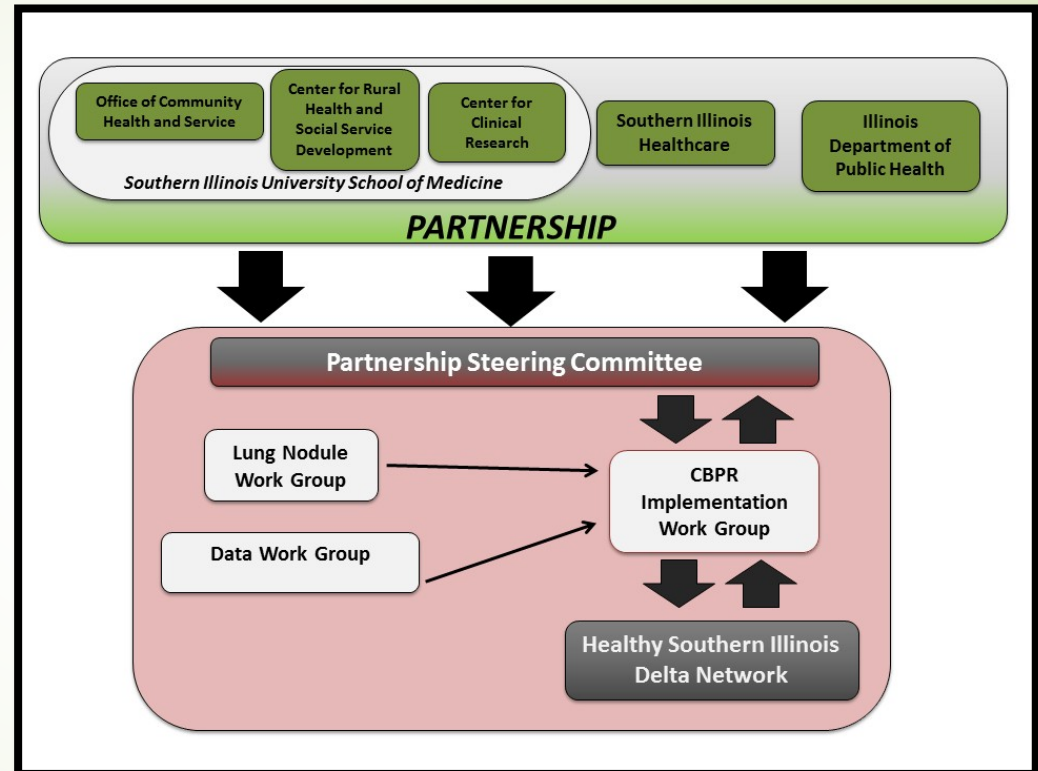


Figure from: Mueller-Luckey GS, Zahnd WE, Garner K, Heitkamp R, Jenkins WD, Boehler M, Steward DE. The Mini-Report: a Practical Tool to Address Lung Cancer Disparities in Rural Communities. J Cancer Educ. 2015 Oct 6 [Epub Ahead of Print].

# Impetus for Next Steps of Collaboration

CEBP Paper  
(July 2015)

CRC  
Roundtable  
(September  
2015)

SIH CHNA  
Implementation  
Committee  
(Fall 2015)

SIH CHNA  
Strategies  
(Early 2016)

## SIH CHNA Strategies:

- 1) Provide cancer education and screening reminders through media, patient reminder systems, patient portal, churches, worksites, **Faith Community Nurses**, Congregational Health Connectors, and community events.
- 2) Utilize...direct marketing to targeted individuals to encourage recommended cancer screenings.

Siegel RL, Sahasr B, Robbins A, Jemal A. Where can colorectal cancer screening interventions have the most impact? Cancer Epidemiol Biomarkers Prev. 2015;24(8):1151-1156.






# Grant Opportunity

- ▶ PA14-141 (R21)-Community Partnerships in Research
  - ▶ National Institutes of Health
  - ▶ National Institute of Nursing Research
- ▶ Partner with communities using Community Engaged Research methodologies on health issues of mutual concern (e.g. health promotion/prevention)
- ▶ Our proposal: “Faith Community Nurses to Improve the Colorectal Cancer Screening Process” -Submitted in June-Dr. Wiley Jenkins-PI







# What are faith community nurses (FCN)?

- ▶ The American Nurses Association and Health Ministry Association definition- "a specialized practice of professional nursing that focuses on the intentional care of the spirit as well as on the wholistic health and prevention or minimization of illness within the context of a faith community".
- ▶ FCN's role:
  - ▶ Personal Health Counselors
  - ▶ Health Educators
  - ▶ Advocates
  - ▶ Referral Sources
  - ▶ Interpreters of the relationship between faith and health
- ▶ In a practical sense, they have clinical expertise and developed rapport/trust with communities, like churches.

# Faith Community Nurses to Implement Cancer Screening Interventions

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■ Online Exclusive Article

## Fostering Early Breast Cancer Detection: Faith Community Nurses Reaching At-Risk Populations

Judy A. Shackelford, PhD, RN, Diana P. Weyhenmeyer, MA, OCN®, RN, and Linda K. Mabus, MS, MA, RN



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This article examines how faith community nurses (FCNs) fostered early breast cancer detection for those at risk in rural and African American populations throughout nine counties in midwestern Illinois to decrease breast cancer disparities. Flexible methods for breast cancer awareness education through FCNs, effective strategies for maximizing participation, and implications for practice were identified. In addition, networking within faith communities, connecting with complementary activities scheduled in those communities, and offering refreshments and gift items that support educational efforts were identified as effective ways of maximizing outcomes and reinforcing learning. Flexible educational programming that could be adapted to situational and learning needs was important to alleviate barriers in the project. As a result, the number of participants in the breast cancer awareness education program exceeded the grant goal, and the large number of African American participants and an unexpected number of Hispanic and Latino participants exceeded the target.

Judy A. Shackelford, PhD, RN, is a professor in the Department of Nursing at St. John's College, Diana P. Weyhenmeyer, MA, OCN®, RN, is a nurse navigator for the Cancer Institute and a protocol nurse for the Radiation Therapy Oncology Group, both at St. John's Hospital, and Linda K. Mabus, MS, MA, RN, is an assistant professor in the Department of Nursing and faith community nurse coordinator at St. John's College, all in Springfield, IL. The authors take full responsibility for the content of the article. This study was supported, in part, by a grant (No. 12-497) from the Susan G. Komen for the Cure® Memorial Affiliate. The content of this article has been reviewed by independent peer reviewers to ensure that it is balanced, objective, and free from commercial bias. No financial relationships relevant to the content of this article have been disclosed by the independent peer reviewers or editorial staff. Shackelford can be reached at [judy.shackelford@stjohnscollegespringfield.edu](mailto:judy.shackelford@stjohnscollegespringfield.edu), with copy to editor at [CJONEditor@ons.org](mailto:CJONEditor@ons.org). (Submitted January 2014. Revision submitted February 2014. Accepted for publication February 27, 2014.)

Key words: breast self-examinations; faith community nursing; rural populations; at-risk populations; breast cancer; education; healthcare disparities

Digital Object Identifier: 10.1188/14.CJON.E113-E117





# Academic Partners

- ▶ Dr. Rebecca Lobb-WashU
  - ▶ Experience engaging communities to improve cancer screening rates (work in the Peel, Ontario)
  - ▶ Experience working with rural communities to address screening follow-up (mammography in in southeast Missouri)
  - ▶ Implementation science expertise
- ▶ Dr. Judy Shackelford-St. John's College of Nursing
  - ▶ Experience implementing FCN-based cancer screening education interventions
  - ▶ Faith Community Nursing expertise







# Collaborative Team

- ▶ **Academic**

- ▶ SIUSM

- ▶ Dr. Wiley Jenkins (PI)-Associate Professor

- ▶ Whitney Zahnd-Research Development Coordinator

- ▶ WashU

- ▶ Dr. Rebecca Lobb-Assistant Professor

- ▶ St. John's College of Nursing

- ▶ Dr. Judy Shackelford-Professor

- ▶ **Community**

- ▶ Southern Illinois Healthcare

- ▶ Angie Bailey-Community Benefits Coordinator

- ▶ Jo Sanders-Health Ministries Coordinator





# Other Partners

- ▶ Faith Community Nursing of Southern Illinois (FCNSI)
  - ▶ FCN has been a part of SIH's community benefits office's efforts since 1998
  - ▶ More than 50 churches and faith-based organizations in SIH's services area who have FCNs and/or health ministries
- ▶ Franklin-Williamson Bi-County Health Department
- ▶ Southern Seven Health Department
- ▶ University of Illinois-Springfield Survey Research Office



# Communities

- Herrin in Williamson County
- Johnson County
- Community Advisory Council:
  - Health departments
  - FCNs
  - Other community members





# Aims of the Proposal

1. Identify local barriers and facilitators to adherence to CRC screening guidelines through engagement of the Community Advisory Council and other community members.
2. Develop a plan for using Evidence Based Practices (EBPs) to minimize the barriers to adherence to CRC screening guidelines.
3. Pilot and assess the Reach, Effectiveness, Adoption, Implementation, and Maintenance potential associated with the adapted EBPs.



# Proposal Approach

- ▶ Use an Intervention Mapping Approach with key input from the Community Advisory Council (Aims #1 and 2)
  - ▶ Supplement Council input with focus groups in each community
- ▶ Pilot adapted EPBs and assess using the RE-AIM framework (Aim #3)
  - ▶ Utilize the strategies of the CHNA to implement adapted EPBs with an emphasis on FCNs as intervention agents





# Collaboration and Community Engagement

- ▶ Prior Collaboration and Community Engagement:
  - ▶ Sustaining collaboration with SIH and other organizations in the Delta Region
- ▶ Current Collaboration and Community Engagement:
  - ▶ Addressing a health concern identified by the community
  - ▶ Developing a strong collaborative academic research team with complementary expertise
  - ▶ Having strong, dedicated “boots-on-the-ground” people from SIH instrumentally involved in the proposal
- ▶ Future Collaboration and Community Engagement (if funded):
  - ▶ Utilizing strategies identified by the health system’s Community Health Needs Assessment process
  - ▶ Including FCNs, local health departments, and others on a community advisory council
  - ▶ Involving FCNs and others as intervention agents



# Questions or Comments?

